DO NOT ENTER: /S.T./

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Sean Christopher ENDLER, et al.

Serial No.: 10/820,979

Filed: April 7, 2004

Title: METHODS AND APPARATUSES FOR

VIEWING CHOICES AND MAKING

SELECTIONS

Group Art Unit: 2179

Examiner: Steven B. Theriault

Confirmation No. 9035

Attorney Docket No.: 81490/7114

Customer No.: 37123

Certificate of Transmission/Mailing

I hereby certify that this correspondence is being facsimile transmitted to the USPTO, transmitted via the Office electronic filing system, or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below:

April 7, 2008 Date

/Jeffrey J. Lotspeich/ Jeffrey J. Lotspeich Registration No. 45,737

Attorney for Applicant(s)

AMENDMENT AFTER FINAL REJECTION

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

Sir:

In response to the Final Office Action mailed February 7, 2008 as entered in the abovecaptioned matter, Applicant respectfully submits the following amendment and response.

Amendments to the Claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.